

**CITY OF LONG BEACH
CITY COUNCIL SUPPLEMENTAL
AGENDA**

**TUESDAY, SEPTEMBER 12, 2006
COUNCIL CHAMBER, 5:00 PM**



Bonnie Lowenthal, Vice Mayor, 1st District
Suja Lowenthal, 2nd District
Gary DeLong, 3rd District
Patrick O'Donnell, 4th District

Gerrie Schipske, 5th District
Laura Richardson, 6th District
Tonia Reyes Uranga, 7th District
Rae Gabelich, 8th District
Val Lerch, 9th District

Gerald R. Miller, City Manager
Larry G. Herrera, City Clerk

Bob Foster, Mayor

Robert E. Shannon, City Attorney

**CITY COUNCIL SUPPLEMENTAL AGENDA
FOR MEETING OF SEPTEMBER 12, 2006**

This Supplemental Agenda contains corrections and additions which were posted more than 72 hours in advance of the above meeting date.

HEARINGS:

2. 06-0887

REQUEST:

The City Manager requests that agenda title for Item 2 be revised to read as follows, and that the staff report be distributed for the City Council meeting of September 12, 2006.

Recommendation to receive supporting documentation into the record, approve the annual report, conclude the hearing, authorize City Manager to execute an agreement with the Belmont Shore Business Association for a one-year term, and declare Ordinance approving the Belmont Shore Parking and Business Improvement Area program continuing the assessment for the period of October 1, 2006 through September 30, 2007 with an increased assessment rate, read the first time and laid over to the next regular meeting of the City Council for final reading.
(District 3)

Office or Department: COMMUNITY DEVELOPMENT

Suggested Action: Approve recommendation.

3. 06-0888

REQUEST:

The City Manager requests that agenda title for Item 3 be revised to read as follows, and that the staff report be distributed for the City Council meeting of September 12, 2006.

Recommendation to receive supporting documentation into the record, approve the annual report, conclude the hearing, authorize City Manager to execute an agreement with the Bixby Knolls Business Improvement Association for a one-year term, and declare Ordinance approving the Bixby Knolls Parking and Business Improvement Area program continuing the assessment for the period of October 1, 2006 through September 30, 2007 with a decreased assessment rate, read the first time and laid over to the next regular meeting of the City Council for final reading. (Districts 7,8)

Office or Department: COMMUNITY DEVELOPMENT

Suggested Action: Approve recommendation.

SUPPLEMENTAL AGENDA (ADDITION)

28. 06-0922

Recommendation to approve Certificates of Recognition presented to recipients of The National Conference of Community and Justice (NCCJ) of Southern California 43rd Annual Dinner Awards: Jorian Fletcher and Mary D. Le Fever for the Anthony B. Rogers Volunteer of the Year Award; Rosa Cortez, Stella Davis, Lysa Gamboa Levy and Alice Robinson for the Gene Lentzner Human Relations Award; Michael Asfall, Rita Cameron, Michelle Friesen, Anita Gibbins, Lydia Hollie, Pat Hicks, Susan Price, Karl Strandberg, Joe Thompson, Susan Welsh and Aneisa Young for the Human Dignity Program Community Assistance Team; and Laura Farinella, Commander for the Long Beach Police Department, East Division.

Office or Department: LEGISLATIVE

Suggested Action: Approve recommendation.



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

H-2

September 12, 2006

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive supporting documentation into the record, approve the annual report, conclude the hearing, authorize the City Manager to execute an agreement with the Belmont Shore Business Association for a one-year term, and declare the Ordinance approving the Belmont Shore Parking and Business Improvement Area program continuing the assessment for the period of October 1, 2006 through September 30, 2007 with an increased assessment rate read the first time and laid over to the next regular meeting for final reading. (District 3)

DISCUSSION

The Belmont Shore Business Association (BSBA) uses business license assessment funds to promote and market the commercial area along Second Street on behalf of businesses located in the Belmont Shore Parking and Business Improvement Area (BSPBIA). The BSBA governs the assessment to be collected. To continue the assessment levy, state law requires that a public hearing be held on the proposed program and assessment. A copy of the Assessment Report describing proposed activities and allocations is provided (Attachment A). These items were reviewed by the City Council at its meeting of August 22, 2006.

The Assessment Report describes boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The report proposes changes to the assessment structure, for the first time in 14 years, for businesses located within the district. The change in assessment rate results in an increase in Fiscal Year 2007 revenue from an estimated \$89,000 to an estimated \$153,000. As shown in the Assessment Report, the additional revenue will be allocated primarily to regional marketing of the district.

State law further provides that the City Council shall hear and consider all protests against the assessment, program, boundaries of the area, and/or any benefit zone as proposed in the Assessment Report. The Assessment Report, transmitting the recommendations of the BSPBIA Advisory Commission, proposes the following:

- Increasing the assessment rate shown in the attached resolution and annual report summarized as follows:

<u>Categories</u>	<u>Base Rate</u>	<u>Employee Rate</u>
Financial Institution & Insurance	\$1,646.22	\$16.50
Service Real Estate Office	\$638.70	\$22.00
Retail – Rest w/alcohol & RTE	\$640.19	\$9.63
Retail – Other	\$548.73	\$8.25
Consulting	\$425.80	\$22.00
Construction Contractor	\$425.80	\$22.00
Professional	\$425.80	\$22.00
Service – Other	\$319.35	\$16.50
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	\$319.35	\$16.50
39% Reduced Rate for Service-related Independent Contractors	\$194.80	\$16.50

- Make no significant changes in promotional events program.
- Increase regional marketing activities and expenditures.
- Make no changes in the existing boundaries.

The law provides that protests may be made orally or in writing. Protests regarding the regularity or sufficiency of the proceedings shall be in writing. If written protests are received from area business owners representing 50 percent or more of the proposed assessments, the City Council shall not levy the assessment. If protests in such quantity are directed against a specific portion of the program, the City Council shall eliminate that portion.

A copy of RES 06-0092 was mailed to all businesses in the district on August 30, 2006. A hearing notice and copy of the resolution was also published in local media as required. The attached ordinance amends ordinance C-5963.

Should the Assessment Report be approved, the City Council is requested to authorize the execution of an agreement with the BSBA for the use of assessment funds for promotional purposes.

This letter was reviewed by Assistant City Attorney Heather Mahood on August 16, 2006, Budget Management Officer David Wodynski on August 30, 2006, and the City Treasurer's Office on August 24, 2006.

TIMING CONSIDERATIONS

The BSBA contract year begins October 1, 2006. City Council action is requested on September 12, 2006, to allow sufficient time to complete necessary documents before the beginning of the contract year.

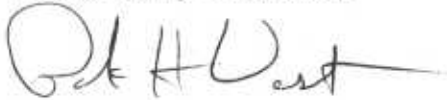
FISCAL IMPACT

The recommended contract amount for Fiscal Year 2007 (FY 07) is \$153,000. Sufficient funds will be appropriated in the FY 07 Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST
DIRECTOR OF COMMUNITY DEVELOPMENT

PHW:RS:tb

Attachments:

Attachment A - Belmont Shore Business Association Annual Report
Ordinance modifying the assessments to be levied within the Belmont Shore Business Improvement Area

Belmont Pub Hrng 9-12-06 Cncl Ltr v 02.doc

APPROVED:



GERALD R. MILLER
CITY MANAGER

ATTACHMENT A



July 12, 2006

Mr. Pat West, Director
Department of Community Development
City of Long Beach
333 W. Ocean Boulevard, 3rd Floor
Long Beach, Ca 90802

Dear Mr. West,

The Belmont Shore Business Association respectfully submits the following 2006 – 2007 report to the City of Long Beach. The attached report offers a synopsis of the Belmont Shore Business Association's achievements of 2005 – 2006, as well as our budget and goals for the 2006 – 2007 fiscal year.

During the past year, the Belmont Shore Business Association has worked vigorously to communicate and expand the opportunities available to the businesses in Belmont Shore. As you will read in the attached report, we have collaborated with many organizations throughout the City to help Belmont Shore to continue to thrive and prosper!

The new budget includes an increased assessment which is paid by the members of the BSBA for the purpose of regional marketing and for advertising "The Shore" as a Southern California destination. This is the first increase in fourteen years.

It is with great pleasure that I submit the attached report for your review. We look forward to continuing our relationship with the City and the Community Development Department. Thank you for your support.

Sincerely,

Gene Rotondo, President
Belmont Shore Business Association

Cc: Councilman Gary Delong, Third District
Travis Brooks, Community Development Department
Brooke Kennard, BSBA Executive Director

P.O. Box 3723 • Long Beach, California 90803
Tel 562.434.3066 • Fax 562.987.0731 • www.belmontshore.org



**2005 – 2006
Review**

**2006 – 2007
Calendar of Events**

**2006 – 2007
Budget**

**2006 – 2007
Goals**

Mission Statement

The purpose of the Belmont Shore Business Association is to form a common bond among business owners located in and around the Belmont Shore area whose goals are to promote, protect, and maintain prosperity for the Belmont Shore Community. This association is for its members and the immediate community, providing a united front to express opinions, protect tranquility and promote a better understanding among merchants, institutions, professionals, as well as residents.

Belmont Shore Business Association

200 Nieto Avenue, Suite B
Long Beach, CA 90803
(562) 434-3066, fax (562) 987-0731
www.belmontshore.org, bsba@belmontshore.org

2006 BOARD OF DIRECTORS

Officers

President – Gene Rotondo, Sports Legend's, Inc.
1st Vice President of Finance – Dave Shlemmer, Shlemmer Investments
2nd Vice President of Promotions – Mike Sheldrake, Polly's Gourmet Coffee
Secretary – Marsha Jeffer, Mail Boxes Etc.
Treasurer – Dave Morgan, DW Morgan, CPA

Directors

Garry Bowie, Toto's Revenge
Salvador Farfan, Caught in the Moment Photography
Deborah Fay, Romance Etc.
Don Kallenberg, First Team Real Estate
Ron Hodges, Shannon's Bayshore
Joy Starr, The Rubber Tree
Tula Trigonis, Salon Soma

Executive Director

Brooke Kennard

Meetings

Promotions Meeting:

2nd to last Tuesday of the month @ 8:30am
Belmont Shore Community Center (at Shore Fire House)

Monthly Board Meeting:

Last Tuesday of the Month
Last Tuesday of the month, Lunch @ 11:30am, Meeting @ noon
Polly's Gourmet Coffee Patio, 4606 E. 2nd St.

Belmont Shore Business Association

200 Nieto Avenue, Suite 200B

Long Beach, CA 90803

(562) 434-3066, fax (562) 987-0731

www.belmontshore.org, bsba@belmontshore.org

Belmont Shore Parking and Business Improvement Area

October 1, 2006 through September 30, 2007

No changes are requested in the boundaries of the Belmont Shore PBIA for the coming contract period. These boundaries have been unchanged since the formation of the area by City Council action on June 7, 1983 adopting Ordinance No. C-7035.

Boundaries of Belmont Shore Parking and Business Improvement District

All that certain real property located in the City of Long Beach, County of Los Angeles, State of California, as shown on that certain map and more particularly bounded as follows:

Beginning at the intersection of the centerline of Livingston Drive and the centerline of Roycroft Avenue; thence southerly to the most northerly corner of Parcel 1 as per Parcel Map 11194, thence southerly, northeasterly and southwesterly along the boundary lines of said Parcel map; thence southeasterly along the centerline of the northwesterly-southeasterly alley northeasterly of Second Street; thence northeasterly along the centerline of Claremont Avenue; thence southeasterly along the centerline of the Toledo; thence easterly southwesterly and westerly along the boundaries of the Second Street bridge right-of-way across Alamitos Bay; thence along the southwesterly line of Second Street; thence southwesterly along the centerline of the northeasterly-southwesterly alley west of Bayshore Avenue; thence northwesterly along the centerline of the northwesterly-southeasterly alley southwesterly of Second Street; thence northwesterly along the northeasterly line of Tract No. 23854; thence easterly along the centerline of the east-west alley northerly of said Tract No. 23854; thence northwesterly along the southwesterly line of Second Street; thence easterly along the centerline of Livingston Drive to the point of beginning.

Please review the Belmont Shore PBIA assessment formula on the next page:

Belmont Shore Business Parking and Business Improvement

Assessment Formula

2006-2007

<u>(New) Categories</u>	<u>Base Rate</u>	<u>Employee Rate</u>	<u>Municipal Code</u>
Financial Institution & Insurance	\$1,646.22	\$16.50	
Service Real Estate Office	\$638.70	\$22.00	3.80.146 J (Real Est. only)
Retail – Restaurant w/alcohol & RTE	\$640.19	\$9.63	3..80.146 I (2)
Retail – Other	\$548.73	\$8.25	3.80.146 (1,3,5)
Consulting	\$425.80	\$22.00	3.80.146 E
Construction Contractor	\$425.80	\$22.00	3.80.146 A
Professional	\$425.80	\$22.00	3.80.146 E
Service – Other	\$319.35	\$16.50	3.80.146 J (Excid Real Est.)
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	\$319.35	\$16.50	3.80.146 B,C,F,K & L
39% Reduced Rate for Service-related Independent Contractors	\$194.80	\$16.50	3.80.243 B

A description of the activities and improvements to be accomplished from October 1, 2006 to September 30, 2007 and the estimated cost of these improvements and activities are summarized below, beginning with the recently adopted 2006-2007 Calendar of Events.

Belmont Shore Business Parking and Business Improvement

Calendar of Events

October 1, 2006 – September 30, 2007

October 2006	Passport In-store Event	11:00am – 9:00
October 22, 2006	2 nd Annual Chili Cook-off	12:00pm – 3:00pm
October 31, 2006	Halloween Promotion	4:00pm – 6:00pm
November 5, 2006	Arts & Crafts Fair	10:00am – 4:00pm
December 2, 2006	Christmas Parade	6:00pm – 9:00pm
January, 2007	Passport In-Store Event	11:00am – 9:00pm
February 3, 2007	Chocolate Festival	1:00pm – 4:00pm
March 9 - 11, 2007	Sidewalk Sale	10:00am – 6:00pm
March 10, 2007	Health Fair	9:00am – 11:30am
April, 2007	Passport In-Store Event	11:00am – 9:00pm
May 23 & 24, 2007	Stroll, Shop & Savor	5:30pm – 9:00pm
June 3, 2007	Arts & Crafts Fair	10:00am – 4:00pm
July, 2007	Passport In-Store Event	11:00am – 9:00pm
June 27 & 28, 2007	Stroll, Shop & Savor	5:30pm – 9:00pm
July 29, 2007	Family Funfest	11:00am – 3:00pm
August 17 - 20, 2007	Sidewalk Sale	10:00am – 6:00pm
August 22 & 23, 2007	Stroll, Shop & Savor	5:30pm – 9:00pm
September 9, 2007	Car Show	10:00am – 3:00pm

2006-2007 Proposed Events

October 2006

Date TBD

Passport In-Store Event: The Passport is held from 11:00am to 9:00pm. Last April was the first time the BSBA held this retail event. Many different stores ranging from health related to lingerie stores participate in this day long event. Merchants supply customers with special discounts and offer refreshments.

October 15, 2006

Long Beach Marathon: The Belmont Shore Business Association (BSBA) and the Belmont Shore Residence Association (BSRA) will be working together to put together festivities supporting the Long Beach Marathon. We usually throw a huge community pancake breakfast and invite the entire Belmont Shore Community and Businesses to support the marathoners running by and have a great band playing to cheer them on.

October 22 2006

Chili Cook-off: We tried this event for the first time last year and had an overwhelming turnout. We had the community join forces with the existing Belmont Shore Businesses and sold tickets to taste the chili. We had over 20 entries and ended up running out of tickets and chili 1 hour before the event was over. The Community really loved this event.

October 31, 2006

Trick or Treat in Belmont Shore: The BSBA will host festivities for families from 4:00 p.m. to 6:00 p.m. Families from the Belmont Shore neighborhood turn out in costume to receive treats from BSBA merchants.

November 2006

November 5, 2006

Arts & Crafts Fair: The BSBA will host an Art & Crafts Fair from 10:00 a.m. to 4:00 p.m. Vendors of all types come to Belmont Shore to sell their art and holiday crafts. This is the most popular Arts & Crafts Fair the BSBA hosts during the year. The trend for the BSBA Arts & Crafts Fair will be to attract more art than crafts as the year progresses.

December 2006

December 2, 2006

Christmas Parade: The Belmont Shore Christmas Parade is the largest and most elaborate event that the BSBA plans throughout the year. The parade is scheduled for 6:30 p.m. to 9:00 p.m. With over 150 entries this parade is Long Beach's jewel of the holiday season with over 75,000 people attending and entries from all over southern California.

January 2007

No Events Planned

February 2007

February 10, 2007

Chocolate Festival: We tried this event also last year and again had phenomenal success! We wanted to incorporate the love for chocolate and Valentine's Day in a celebration of chocolate. We had over 25 restaurants and 30 retail stores offering up their favorite concoctions. This event even had a "Homemade Chocolate Dessert Contest" with about 40 entries. We also did a chocolate pie eating contest for kids!

March 2007

March 9-11, 2007

Sidewalk Sale: Held from 10:00 a.m. to 6:00 p.m., Friday through Sunday the spring sidewalk sale is a promotion for most merchants on Second Street. This promotion enables the merchants to offer their past season merchandise at reduced rates. The sidewalk sale attracts numerous people from all over the Long Beach area who are looking for a great bargain on unique merchandise.

March 10, 2007

Pancake Breakfast: Held on Saturday morning from 9:00 – 11:30 the pancake breakfast is a tradition for the BSBA to honor the police officers that have volunteered their time as Santa Claus. The venue for the pancake breakfast is Legend's and a wonderful group of neighborhood families come to have breakfast with the police.

March 11, 2007

Health Faire: The Health Fair is held from 10:00 a.m. to 3:00 p.m. The past four years the BSBA and St. Mary Medical Center have teamed up to offer the Belmont Shore community a fun and healthy event. A multitude of health related activities take place over the day including cholesterol screening, blood pressure check and the Red Cross taking blood donations. Also included in the health fair are local health related merchants offering samples of their services.

April 2007

April 27 & 28, 2007

Passport In Store Event: See above description

May 2007

May 23 & 24, 2007

Stroll, Shop & Savor: The stroll, shop & savor's begin at 5:30 p.m. until 9:00 p.m. This delightful event showcases the many unique eating establishments and wonderful retail stores offered in Belmont Shore. Participants purchase tickets and visit over 30 local restaurant sampling food throughout the evening. During the past year, the stroll, shop & savor's have been given themes and are promoted through various print media.

June 2007

June 2, 2007

Arts & Crafts Fair: This event is scheduled from 10:00 a.m. to 5:00 p.m. It will showcase many local artists and crafters. The BSBA hopes to get 45 exhibitors to showcase their art.

June 27 & 28, 2007

Stroll, Shop & Savor: The stroll, shop & savor's begin at 5:30 p.m. until 9:00 p.m. This delightful event showcases the many unique eating establishments and wonderful retail stores offered in Belmont Shore. Participants purchase tickets and visit over 30 local restaurant sampling food throughout the evening. During the past year, the stroll, shop & savor's have been given themes and are promoted through various print media.

July 2007

July 29, 2007

Family Fun Fest: This is an all day event that centers on the family. Many activities are offered for the children including bounce house, pet adoptions, and mobile skate park. The Funfest also offers plenty of opportunity for the whole family to spend a fun-filled day in Belmont Shore. The local police and fire departments participate by showcasing their vehicles and offering exhibitions of their special talents.

August 2007

August 17-20, 2007

Sidewalk Sale: Held from 10:00 a.m. to 6:00 p.m., Friday through Sunday the spring sidewalk sale is a promotion for most merchants on Second Street. This promotion enables the merchants to offer their past season merchandise at reduced rates. The sidewalk sale attracts numerous people from all over the Long Beach area who are looking for a great bargain on unique merchandise.

August 15 & 16, 2007

Stroll, Shop & Savor: See above description

September 2007

September 9, 2007

Car Show: This event will be the 18th Annual Car Show for Belmont Shore and will be held from 10:00 a.m. to 3:00 p.m. With over 70,000 people attending the event, this is one of the largest car shows on the West Coast. Over 700 pre '75 classic cars are on display for the day.

**BELMONT SHORE BUSINESS ASSOCIATION
2006 - 2007 BUDGET
INCOME**

4000			INCOME	BUDGET	BIA FUND	PROMOTIONS
	4200		Membership Dues			
		4210	BIA Fund	\$153,000.00	\$153,000.00	
		4220	Associate Members	\$1,100.00		\$1,100.00
			4200 Total	\$154,100.00		\$1,100.00
	4400		Corporate Sponsorship			
		4420	Car Show	\$14,000.00		\$14,000.00
		4430	Health Fair	\$2,000.00		\$2,000.00
		4440	Stroll & Savor	\$500.00		\$500.00
		4450	Funfest	\$100.00		\$100.00
		4460	Art Fair	\$0.00		\$0.00
		4470	Christmas Parade	\$19,000.00		\$19,000.00
		4480	Unallocated			\$0.00
		4482	Financial Institution	\$0.00		\$0.00
		4484	Anaheuser Busch	\$0.00		\$0.00
		4488	Airline/Airport	\$0.00		\$0.00
		4490	Car Dealer	\$0.00		\$0.00
			4400 Total	\$35,600.00		\$35,600.00
	4600		Investment Returns			
		4610	Interest on Checking	\$50.00		\$50.00
		4620	Advertising Income	\$400.00		\$400.00
	4800		Promotional Events			
		4805	Sidewalk Sale	\$0.00		\$0.00
		4810	Pancake Breakfast			
		4812	March	\$500.00		\$500.00
		4814	October	\$500.00		\$500.00
		4815	Easter	\$0.00		\$0.00
		4820	Car Show	\$13,000.00		\$13,000.00
		4825	Mothers Day	\$0.00		\$0.00
		4830	Health Fair	\$1,500.00		\$1,500.00
		4835	Grand Prix	\$0.00		\$0.00
		4840	Stroll, Shop & Savor			
		4842	May	\$18,000.00		\$18,000.00
		4844	June	\$20,000.00		\$20,000.00
		4846	August	\$22,000.00		\$22,000.00
		4850	Funfest	\$2,000.00		\$2,000.00
		4860	Arts & Crafts Fair			
		4862	June	\$2,000.00		\$2,000.00
		4864	November	\$2,000.00		\$2,000.00
		4865	Passport			
		4866	October	\$0.00		\$0.00
		4867	January	\$0.00		\$0.00
		4868	April	\$0.00		\$0.00
		4869	July	\$0.00		\$0.00
		4870	Christmas Parade	\$27,500.00		\$27,500.00
		4875	Chili Cook-off	\$3,000.00		\$3,000.00
		4880	Santa's Village	\$0.00		\$0.00
		4885	Chocolate Festival	\$12,000.00		\$12,000.00
		4890	Halloween	\$0.00		\$0.00
		4895	New Promotions	\$1,000.00		\$1,000.00
			4600 & 4800 Total	\$125,450.00		\$125,450.00
			REVENUE TOTAL	\$315,150.00	\$153,000.00	\$162,150.00
Total Budget Revenue						\$315,150.00

**BELMONT SHORE BUSINESS ASSOCIATION
2006 - 2007 BUDGET
EXPENSES**

6000			EXPENSES	BUDGET	BIA FUND	PROMOTIONS
	6200		Administration			
		6210	Outside Service	\$60,000.00	\$52,350.00	\$7,650.00
		6220	Rent	\$9,600.00	\$9,600.00	
		6230	Office			
		6232	Postage	\$1,000.00	\$1,000.00	
		6234	Printing	\$4,000.00	\$4,000.00	
		6236	Supplies	\$2,400.00	\$2,400.00	
		6238	Equipment	\$1,000.00	\$1,000.00	
		6240	Insurance	\$7,000.00	\$7,000.00	
		6250	Telephone	\$3,500.00	\$3,500.00	
		6260	Accounting	\$1,500.00	\$1,500.00	
		6270	Meetings & Mixers	\$3,500.00	\$3,500.00	
		6280	Dues & Subscriptions	\$650.00	\$650.00	
		6290	Reserve	\$2,500.00	\$2,500.00	
			6200 Total	\$96,650.00	\$89,000.00	\$7,650.00
	6600		Ongoing Promotions			
		6610	Seasonal Decorations			
		6612	Christmas	\$4,000.00		\$4,000.00
		6614	Spring	\$1,000.00		\$1,000.00
		6616	Summer	\$1,000.00		\$1,000.00
		6618	Median Tree Lights	\$2,000.00		\$2,000.00
		6620	Advertising			
		6622	Newspaper	\$6,000.00		\$6,000.00
		6624	Shore Directory	\$0.00		\$0.00
		6626	Yellow Pages	\$0.00		\$0.00
		6628	Cable Ads	\$0.00		\$0.00
		6630	Welcome Wagon	\$500.00		\$500.00
		6640	Volunteers	\$0.00		\$0.00
		6650	Web Page	\$1,200.00		\$1,200.00
		6660	Regional Marketing & Advertising	\$65,500.00	\$64,000.00	\$1,500.00
		6670	Reserve	\$950.00		\$950.00
			6600 Total	\$82,150.00	\$64,000.00	\$18,150.00
	6800		Promotional Events			
		6805	Sidewalk Sale			
		6806	August	\$2,000.00		\$2,000.00
		6808	March	\$2,000.00		\$2,000.00
		6810	Pancake Breakfast			
		6812	March	\$250.00		\$250.00
		6814	October	\$250.00		\$250.00
		6815	Easter	\$100.00		\$100.00
		6820	Car Show	\$20,000.00		\$20,000.00
		6825	Mothers Day	\$0.00		\$0.00
		6830	Health Fair	\$2,500.00		\$2,500.00
		6835	Grand Prix	\$0.00		\$0.00
		6840	Stroll, Shop & Savor			
		6842	May	\$15,000.00		\$15,000.00
		6844	June	\$17,500.00		\$17,500.00
		6846	August	\$19,000.00		\$19,000.00
		6850	Family Funfest	\$7,000.00		\$7,000.00
		6860	Art Fair			
		6862	June	\$500.00		\$500.00
		6864	November	\$500.00		\$500.00
		6865	Passport			
		6866	October	\$1,200.00		\$1,200.00
		6867	January	\$1,200.00		\$1,200.00
		6868	April	\$1,200.00		\$1,200.00
		6869	July	\$1,200.00		\$1,200.00
		6870	Christmas Parade	\$32,000.00		\$32,000.00
		6875	Chili Cookoff	\$2,000.00		\$2,000.00
		6880	Santa's Village	\$1,000.00		\$1,000.00
		6885	Chocolate Festival	\$10,000.00		\$10,000.00
		6890	Halloween	\$500.00		\$500.00
		6895	New Promotions	\$1,000.00		\$1,000.00
			6800 Total	\$137,900.00	\$0.00	\$137,900.00
			EXPENSE TOTAL	\$316,700.00	\$153,000.00	\$171,350.00

Total Budget Expense \$324,350.00

Travis:

For some reason the computer is reordering the files. Please put in this order:

Letter

Cover Sheet

Board

City Package

Budget Spreadsheet

Thank you for all your help!

--

Brooke Kennard

Executive Director

Belmont Shore Business Assoc.

Belmont Shore Business Association

200 Nieto Avenue, Suite B

Long Beach, CA 90803

(562) 434-3066, fax (562) 987-0731

www.belmontshore.org, bsba@belmontshore.org

2006 – 2007 Goals

- Market Belmont Shore businesses to all area residents
- Work with vested community to promote and maintain prosperity of area
- Collaborate with Long Beach Convention and Visitor's Bureau to market Belmont Shore with the tourist and convention audience.
- Promote the Belmont Shore community as a whole.
- Continue to provide safe and fun events for the Belmont Shore community.
- Seek corporate and private funding to supplement BSBA budget and provide for more publicized events.

ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH, AMENDING ORDINANCE NO.
C-5963, MODIFYING THE ASSESSMENTS TO BE LEVIED
WITH THE BELMONT SHORE PARKING AND BUSINESS
IMPROVEMENT AREA

The City Council of the City of Long Beach ordains as follows:

Section 1. A public hearing having been duly called pursuant to
Resolution of Intention No. _____, adopted August 22, 2006, Section 4 of
Ordinance No. C-5963, is amended to read as follows:

Sec. 4.A. That the City Council hereby levies, imposes and
orders the collection of annual benefit assessments to be imposed upon
persons occupying business premises in the parking and business
improvement area described in Section 3 of this Ordinance upon such
businesses and in amounts as follows:

<u>Categories</u>	<u>Base Rate</u>	<u>Employee Rate</u>
1. Financial Institution & Insurance	\$1,646.22	\$ 16.50
2. Service Real Estate Office	638.70	22.00
3. Retail – Restaurant w/alcohol & RTE	640.19	9.63
4. Retail – Other	548.73	8.25
5. Consulting	425.80	22.00
6. Construction Contractor	425.80	22.00
7. Professional	425.80	22.00
8. Service – Other	319.35	16.50
9. Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	319.35	16.50
10. 39% Reduced Rate for Service-related Independent Contractors engaged in the business of services which are secondary to another service (as defined in Long Beach Municipal Code Section 3.80.243)	194.80	16.50

1 B. The annual benefit assessments shall be payable to the City
2 of Long Beach in the manner at the time the annual business license fee
3 is due. The penalty for non-payment of the assessments on or before the
4 due date shall be as set forth in Section 3.80.422 of the Long Beach
5 Municipal Code.

6 C. Notwithstanding the provisions of Chapter 3.80 of the Long
7 Beach Municipal Code, no business license shall be issued to any person
8 for any business subject to the additional tax requirement of this
9 Ordinance until and unless the additional tax imposed by this Ordinance is
10 paid together with any license tax imposed pursuant to Chapter 3.80.

11 Sec. 2. The City Clerk shall certify to the passage of this ordinance
12 by the City Council and cause it to be posted in three conspicuous places in the City of
13 Long Beach, and it shall take effect on the thirty-first day after it is approved by the
14 Mayor.

15 I hereby certify that the foregoing ordinance was adopted by the City
16 Council of the City of Long Beach at its meeting of _____, 2006, by
17 the following vote:

18 Ayes: Councilmembers: _____

19 _____

20 _____

21 _____

22 Noes: Councilmembers: _____

23 _____

24 Absent: Councilmembers: _____

25 _____

26 _____

City Clerk

27 Approved: _____
28 (Date) (Mayor)



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

H-3

September 12, 2006

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION

Receive supporting documentation into the record, approve the annual report, conclude the hearing, authorize the City Manager to execute an agreement with the Bixby Knolls Business Improvement Association for a one-year term, and declare the Ordinance approving the Bixby Knolls Parking and Business Improvement Area program continuing the assessment for the period of October 1, 2006 through September 30, 2007 with a decreased assessment rate read the first time and laid over to the next regular meeting for final reading. (Districts 7 and 8)

DISCUSSION

The Bixby Knolls Business Improvement Association (BKBIA) uses assessment funds to promote and market the Bixby Knolls commercial area on behalf of businesses located in the Bixby Knolls Parking and Business Improvement Area (BKPBA). The City contracts with the BKBIA annually using assessment revenue collected from BKPBA members to govern the assessment to be collected and the activities to be funded by the assessment.

On July 27, 2006, the BKPBA Advisory Commission voted to recommend to the City Council approval of the BKPBA Assessment Report (Attachment A). The assessment report describes the boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The report proposes a 39 percent decrease in assessment rate for retail service independent contractors operating secondary to another service business located at the same address. This change is consistent with the City of Long Beach Business License tax and other business improvement districts in the City of Long Beach.

To change the assessment rate and continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. A copy of the Assessment Report describing proposed activities and allocations is provided as Attachment A. City Council reviewed these items and set a September 12, 2006 hearing date at its meeting of August 22, 2006.

State law further provides that the City Council shall hear and consider all protests against the assessment, program, boundaries of the area, and/or any benefit zone as

proposed in the Assessment Report. The Assessment Report transmitting the recommendations of the BKPBIA Advisory Commission proposes the following:

- Continue the current year assessment at the following rates:

Type A \$ 135.00 + \$ 2.50/employee
Contractors, Manufacturing, Professions, Wholesale, Unique, Insurance

Type B \$ 165.00 + \$ 3.25/employee
Services, Vending Operations

Type C \$ 185.00 + \$ 4.00/employee
Recreation & Entertainment, Retailing

Type D \$ 500.00
Financial Institutions

- Independent Contractors (per Municipal Code 3.80.243) in service-related retail businesses operating at the same address as the primary licensee pay \$100.65 per year plus \$3.25 per employee.
- Make no significant changes in the activities program.
- Make no changes in the existing boundaries.

The law provides that protests may be made orally or in writing. Protests regarding the regularity or sufficiency of the proceedings shall be in writing. If written protests are received from area business owners representing 50 percent or more of the proposed assessments, the City Council shall not levy the assessment. If protests in such quantity are against a specific portion of the program, the City Council shall eliminate that portion.

A hearing notice and copy of resolution RES-06-0093 was published in local media as required. The attached ordinance amends ordinance C-6646.

Should the Assessment Report be approved, the City Council is requested to authorize the execution of an agreement with the BKBIA for the use of assessment funds for marketing and promotion activities within the business improvement area.

This letter was reviewed by Assistant City Attorney Heather Mahood on August 16, 2006, Budget Management Officer David Wodynski on August 30, 2006, and the City Treasurer's Office on August 24, 2006.

TIMING CONSIDERATIONS

The BKBIA contract year begins October 1, 2006. City Council action is requested following public hearing on September 12, 2006, to allow timely contract renewal.

FISCAL IMPACT

The recommended contract amount for Fiscal Year 2007 is \$155,000. Estimated assessment revenue is \$155,000 which will be deposited in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). While this amount is an increase from Fiscal Year 2006, the increase is less than it would have been without the rate decrease for independent contractors. There is no impact on the General Fund.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST
DIRECTOR OF COMMUNITY DEVELOPMENT

PHW:RS:tb

Attachments: Attachment A - Bixby Knolls Business Improvement Association Annual Report
Ordinance reducing the assessments levied within the Bixby Knolls Business Improvement Area

Bixby 09-12-06 Pub Hmg Appr Cncl Ltr v 02.doc

APPROVED:



GERALD R. MILLER
CITY MANAGER

ATTACHMENT A

2006 - 2007 Report to The City of Long Beach

Including the Work Plan & Budget for
October 2006 - September 2007

Presented by the
Bixby Knolls Parking and Business Improvement Association
4313 Atlantic Avenue
Long Beach, CA 90807

Phone (562) 595-0081
Fax (562) 595-0281
E-mail info@bixbyknollsinfo.com
Website www.bixbyknollsinfo.com

The Board of Directors of the Bixby Knolls Parking and Business Improvement Association (BIA) is pleased to present its Annual Report and Budget for the fiscal year October 1, 2006 - September 30, 2007.

ASSESSMENT FORMULA

Type A

\$135.00 + \$ 2.50 per employee

Includes: Contractors
Insurance
Manufacturing
Professions
Wholesale
Unique Businesses

Type B

\$ 165.00 + \$ 3.25 per employee

Includes: Services
Vending Operations

Type C

\$ 185.00 + \$ 4.00 per employee

Includes: Retailing
Recreation & Entertainment

Type D

\$ 548.00

Includes: Financial Institutions

Business classifications are determined by the City of Long Beach Business License Division.

The BIA is recommending no changes in the boundaries or in the method of levying the annual assessment. Any increase in assessment revenue is based on an increase of businesses within the district boundaries. However, we are requesting a reduction of 39% of the Type B assessment rate for service related retail operations as it poses a economic hardship on many of the secondary independent contractors in our area, specifically those in the personal services industry (e.g. hair stylists, manicurists, etc.).

Introduction

The Board of Directors recently revised the Mission Statement of the Bixby Knolls BIA to the following: "The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service, and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards." The revision is an articulation of the Board's commitment to the business community and its continuing growth and development.

With the addition of newly elected board members and the change of staff, the BIA has struggled during the second and third fiscal quarters. However, Board and staff, working in concert, have begun a careful review of past events and activities to build upon those that are most effective and rethink others in order to build a stronger, more focused program to assist in the promotion of the area and its members.

The Strength of the Organization

The Board of Directors

The Board of Directors of the Bixby Knolls BIA represents a cross-section of the diverse business community throughout the business district. As a non-profit organization governed by a volunteer board of directors, the BIA's effectiveness is primarily determined by the dedication and commitment of its volunteers on the Board and its committees.

Business & Community Mixers

During the past year, mixers have been held on a quarterly schedule. The mixers provide an opportunity for BIA members to meet the Board of Directors, for BIA members to network, and for the members of the community to learn more about the BIA, express concerns, share ideas and introduce themselves to the diverse mix of businesses that comprise the Bixby Knolls BIA.

Publications

The BIA's *Business Connection* newsletter features stories that introduce members to new and existing businesses in the district and helps keep members informed about incoming businesses and proposed developments, community events and the efforts of the BIA to fulfill its mission to enhance the business environment. The newsletter is also available for download from the BIA's website.

The BIA also published the *Business Neighbor* which, like the *Business Connection*, was a quarterly newsletter. The *Neighbor*, mailed to the residential community, was designed to promote the business district, offering advertisements and coupons to entice them into trying something new.

Additionally, the BIA put out the Bixby Banter, an opt-in electronic newsletter that allowed for more rapid dissemination of information regarding events going on in the Bixby Knolls area.

Promotion of the Business District

Media Relations

The Bixby Knolls BIA continued to remain visible in the local press in both features and briefs appearing in several local media outlets including *The Signal Tribune*, *Long Beach Business Journal*, *Downtown Gazette*, *Grunion Gazette*, *Long Beach Press-Telegram* and *LBReport.com*. Activities of the BIA as well as throughout the business district are routinely covered in these publications and the BIA continually distributes press releases and conducts media relations for the organization as well as on behalf of its members. The BIA and Bixby Knolls businesses regularly receive reduced advertising rates in *The Signal Tribune*, *Downtown Gazette*, *Grunion Gazette* and *Long Beach Business Journal*.

Business Directory & Shopper's Guide

The Signal Tribune, in conjunction with the Marketing and Recruitment Committee and BIA staff, published the 2006 Business Directory and Shopper's Guide. 12,500 directories were published, and were distributed to BIA members – many of whom aid distribution by making them available for their customers. Over 7,500 directories were delivered to homes in the Bixby Knolls area.

www.bixbyknollsinfo.com

The BIA website, launched in 2003, has been well-received and continues to be one of the most effective tools for marketing the area. The website contains a directory of the BIA's members and offers a link to the member's website. Plans are underway to update and improve the site, the member directory and other features.

Community Events

In December the BIA produced its Annual **Snow in Bixby Knolls**. Featuring literally tons of snow, great holiday shopping, a visit from Santa Claus, plus live entertainment and great food, the event drew a crowd in the thousands.

In June the BIA produced the 11th Annual **Bixby Knolls Street Fair**. Visitors were treated with vendor booths ranging from artisans to food, and were also found shopping in the local stores and eating in the local restaurants throughout the day. Though attendance was down from previous years, the event proceeded smoothly and was well-received.

This July 22nd, we will hold the first Bixby Knolls Dragster Expo and Car Show. With over 180 cars and six dragsters expected, we anticipate a lively turnout. Live music, food and a limited selection of vendors, including booths for our major sponsors, should add greatly to the festivities. The event is designed to bring people to Bixby Knolls by enticing them with something unique, while providing our members with an opportunity to reach out to new, potential clients and customers.

The BIA's Promotion Committee is continually working on developing new events. Presently under review are a series of Business Tools Seminars focusing on issues confronting the professionals as well as merchants; a Health Expo, to utilize the wealth of health-related businesses and professionals in the area; an expanded Business Expo for the business community and residents alike; and, an event focusing on the great restaurants in Bixby Knolls.

Business District Improvement and Safety

Streetscape Maintenance and Improvement

Our street banners remain in place helping to define the Bixby Knolls area. Holiday décor is installed each year and continues to brighten the thoroughfares in December. The combination of the banners and the holiday décor contribute to a sense of place. The planters that were put in place previously will have their watering systems installed, and appropriate flowers will be planted in them as this project comes to a close.

New Seasonal Banners

The BIA was previously awarded a matching grant to facilitate the purchase of additional banners that were added to the seasonal rotation of banners. These colorful seasonal banners have had a positive impact on Bixby Knolls' commercial corridors and help to add to the sense of place and define the Bixby Knolls area. The Banner Program has become one of the BIA's most popular programs and changing the banners on a seasonal rotation keeps the district fresh, and provides new color, impact, and interest. New banners for the Fall season will be purchased with reserve funds that have been set aside for that purpose.

Maintaining the Common Areas

Keeping the common areas clean remains a priority for the BIA. At the beginning of 2006, we contracted with the Conservation Corp. to provide litter and weed abatement services. In addition, we have retained a landscaping firm to maintain the medians on Atlantic Avenue.

We are also in the midst of completing the tree planting program which will add life and beauty to our streets. Trees will soon grace the drive along both Atlantic Avenue and Long Beach Boulevard.

Façade Improvement Program

2006 has seen the completion of the improvements at 4320 Atlantic Avenue as well as 4343 Atlantic Avenue. Both buildings had extensive work performed with the participation and cooperation of the City of Long Beach's Community Development Department.

Parking Issues

Previously, a Request for Proposal (RFP) was distributed to various qualified firms for the completion of a Parking Study. However, that initial RFP garnered only one response. The BIA, working with the City, developed another mailing list and will seek a reply to the RFP from these companies. Once the proposals have been received, the BIA will meet with representatives from the City to consider the alternatives.

Safety

The BIA continues to maintain a close relationship with the North Long Beach Police Substation, meeting as needed for security updates. The BIA has a standing Security and Code Enforcement Committee to continue to keep abreast of security issues and to help control City code issues in the district.

Business and Commercial Real Estate Development

The Bixby Knolls BIA maintains a Retail and Office Vacancy Roster for the use of potential tenants or other interested in the area. We are very pleased at the continuing growth in the area. The most recent survey of available property indicates rents have remained fairly steady over the past year for new construction – averaging \$3.50 per square foot, and existing property rents are listing at \$1.25 to \$2.00 per square foot, and higher.

New Businesses

Several small businesses have closed their doors in the last year, but many more have opened. This transitional phase of the Bixby Knolls community is monitored by the BIA and its committees as we seek to find ways to assist our existing members as well as new business in the area. The Board plans to become more knowledgeable about the City's efforts in the areas of business recruitment and hopes to be an asset in those endeavors.

Tools for our Businesses

The BIA is developing a Business Tools seminar series for its member businesses and will kick off the series in late summer 2006. The purpose of the Business Tools seminar series is to feature topics that will benefit business owners with topics such as branding for small businesses and ways to enhance your business's security – from landscaping to cameras to computers.

Conclusion

During the preceding months, the Board has conducted a professionally facilitated training session to exam our goals and determine our focus for the upcoming year. Though the organization has been experiencing some difficulties due to the transition from one President to another, almost concurrent with a change in the Executive Director's position, there is a renewed sense of mission and purpose. The Board has determined its priorities, and is moving forward with plans for its future. The BIA's goals for the year are outlined in the following pages.

Mission

The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards.

Objective

The Bixby Knolls BIA's objective is to maintain an positive, balanced program designed to promote and market the district; retain and support existing businesses; assist in the attraction of new businesses; and improve the common areas in order to create a sense of identity for Bixby Knolls as well as enhance the district's ambiance.

Goals

- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BIA.
- Pursue methods to market the Bixby Knolls area.
- Create membership involvement and ensure effective communication with the membership, other organizations and city entities.
- Through cooperative efforts with the City of Long Beach and BIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Create awareness of the design plan among property and business owners and generally improve the aesthetics of the BIA common areas.
- Work with the various City departments and community groups to keep Bixby Knolls a safe and pleasant area to shop, dine, visit and conduct business.

2006 - 2007 Work Plan

Promotion & Organization Committee

The purpose of the Promotion and Organization Committee is to ensure that the surrounding communities know about Bixby Knolls businesses, events and the BIA; and, to foster membership involvement and communicate effectively with the membership, other organizations and City entities.

- Plan and implement three sponsored activities/fund-raisers to promote the area.
 - June - Bixby Knolls Street Fair
 - Summer – Dragster Expo and Street Fair
 - December - Snow in Bixby Knolls
- Develop additional events to increase awareness of the district and benefit the local businesses.
- Organize and host a minimum of four mixers including the Annual Meeting and the Annual Installation of Directors and Officers.

Marketing & Recruitment Committee

The purpose of the Marketing and Recruitment Committee is to pursue additional methods to market the Business Improvement Association and the Bixby Knolls area and to retain and strengthen existing businesses while attracting new businesses to Bixby Knolls..

- Continue public and media relations/publicity campaign.
- Publish and distribute the Business Directory & Shopper's Guide.
- Update and distribute the Restaurant Guide.
- Maintain and update the website.
- Publish and distribute *Business Connection* newsletters to BIA Members and 10,000+ households in the 90807 zip code four times per year.
- Maintain the retail and office vacancy roster.
- Assist new businesses with ribbon-cutting and grand opening ceremonies and press releases.
- Provide advocacy on behalf of business license holders as required.
- Work with the residential community to attract quality retail, service and office users.
- Continue to communicate with commercial brokers and property owners.
- Continue to work closely with City staff, the Economic Development Office and the 7th and 8th District Council Offices.

Design Committee

The purpose of the Design Committee is to provide leadership through input, monitoring and working closely with the area's design guidelines; and create awareness of the design guidelines among property and business owners and generally improve the aesthetics of the BIA common areas.

- Aggressively pursue opportunities and funding sources for streetscape and gateway enhancements.
- Continue to work with businesses and developers to promote the Bixby Knolls Design Guidelines and the Urban Design Master Plan.
- Develop an abbreviated version of the Bixby Knolls Design Guidelines.
- Continue the litter and weed abatement program.
- Inspect common areas and address unsightly conditions.
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots.
- Continue the Adopt-A-Tree Program.

Security & Code Enforcement Committee

The purpose of the Security and Code Enforcement Committee is to ensure that Bixby Knolls is a safe area to shop, dine, visit, live and conduct business as well as an area free of visual blight caused by violations of City code.

- Continue the close liaison with Long Beach Police Department and North Division Substation and improve communication with business owners.
- Assist the Police Department with monitoring crime in the business district.
- Develop a recognition program.
- Monitor City code violations and work with business and property owners to mitigate the violations.

Bixby Knolls At a Glance

90807 Zip Code Demographic Profile

Population29,280

Households10,925

Average Family Income\$93,567

Percentage of Households
with Income over \$50,00065%

Median Age36

October 1, 2006 – September 30, 2007
Bixby Knolls Business Improvement Association Budget

Revenue

Assessment Income	\$	155,000
Voluntary Dues		2,000
Corporate Sponsorship		36,000
Promotional Events		31,500
Total Revenue	\$	<u>224,500</u>

Expenses

Administration	\$	34,000
Salaries/Benefits		68,100
On-Going Promotions		68,500
Promotional Events		53,900
Total Expenses	\$	<u>224,500</u>

Program Fulfillment from Prior Year

Street Décor	\$	25,000
Marketing and Promotions		10,000
Expenditures from Unexpended Funds	\$	35,000

ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH, AMENDING ORDINANCE NO.
C-6646, MODIFYING THE ASSESSMENTS TO BE LEVIED
WITH THE BIXBY KNOLLS PARKING AND BUSINESS
IMPROVEMENT AREA

The City Council of the City of Long Beach ordains as follows:

Section 1. A public hearing having been duly called pursuant to
Resolution of Intention No. _____, adopted August 22, 2006, Section 4
of Ordinance No. C-6646, is amended to read as follows:

- Sec. 4.A. That the City Council hereby levies, imposes and
orders the collection of annual benefit assessments to be imposed upon
persons occupying business premises in the parking and business
improvement area described in Section 3 of this Ordinance upon such
businesses and in amounts as follows:
1. Type A contract construction,
manufacturing, professions,
wholesaling, unique
businesses and insurance
businesses \$135 plus \$2.50 per employee;
 2. Type B service businesses and
vending operations \$165 plus \$3.25 per employee,
provided, that independent
contractors engaged in the
business of services which are
secondary to another service (as
defined in Long Beach Municipal
Code Section 3.80.243) shall be
charged \$100.65 plus \$3.25 per
employee;
 3. Type C recreation and entertainment
and retail businesses \$165.00 plus \$4.00 per
employee; and

1 4. Type D bank, credit unions and similar
2 financial institutions \$548.00

3 B. The annual benefit assessments shall be payable to the City
4 of Long Beach in the manner at the time the annual business license fee
5 is due. The penalty for non-payment of the assessments on or before the
6 due date shall be as set forth in Section 3.80.422 of the Long Beach
7 Municipal Code.

8 C. Notwithstanding the provisions of Chapter 3.80 of the Long
9 Beach Municipal Code, no business license shall be issued to any person
10 for any business subject to the additional tax requirement of this
11 Ordinance until and unless the additional tax imposed by this Ordinance is
12 paid together with any license tax imposed pursuant to Chapter 3.80.

13
14 Sec. 3. The City Clerk shall certify to the passage of this ordinance
15 by the City Council and cause it to be posted in three conspicuous places in the City of
16 Long Beach, and it shall take effect on the thirty-first day after it is approved by the
17 Mayor.

18
19 I hereby certify that the foregoing ordinance was adopted by the City
20 Council of the City of Long Beach at its meeting of _____, 2006, by

21 ////

22 ////

23 ////

24 ////

25 ////

26 ////

27 ////

28 ////

Robert E. Shannon
City Attorney of Long Beach
333 West Ocean Boulevard
Long Beach, California 90802-4664
Telephone (562) 570-2200

1 the following vote:

2 Ayes: Councilmembers: _____

3 _____

4 _____

5 _____

6 Noes: Councilmembers: _____

7 _____

8 Absent: Councilmembers: _____

9 _____

10 _____

11 _____

City Clerk

12 _____

13 Approved: _____

(Date)

(Mayor)

14 _____

15 _____

16 _____

17 _____

18 _____

19 _____

20 _____

21 _____

22 _____

23 _____

24 _____

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27 _____

28 _____

HAM:fl

7/31/06; rev. 8/25/06

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#06-03756



City of Long Beach California

CERTIFICATE OF RECOGNITION

presented to

Jorian Bletcher

~ Anthony B. Rogers Volunteer of the Year Award ~

In recognition and appreciation for your commitment, dedication and extraordinary volunteerism with NCCJ in serving the communities of Long Beach.

Bob Foster
Mayor

Bonnie Lowenthal
Vice Mayor, First District

Suja Lowenthal
Councilmember, Second District

Laura Richardson
Councilwoman, Sixth District

Gary DeLong
Councilmember, Third District

Tonia Reyes Uranga
Councilmember, Seventh District

Patrick O'Donnell
Councilmember, Fourth District

Rae Gabelich
Councilwoman, Eighth District

Gerrie Schipske
Councilwoman, Fifth District

Val Lerch
Councilmember, Ninth District

Dated: September 21, 2006



City of Long Beach California

CERTIFICATE OF RECOGNITION

presented to

Mary D. LeFever

~ Anthony B. Rogers Volunteer of the Year Award ~

In recognition and appreciation for your commitment, dedication and extraordinary volunteerism with NCCJ in serving the communities of Long Beach.

Bob Foster
Mayor

Bonnie Lowenthal
Vice Mayor, First District

Suja Lowenthal
Councilmember, Second District

Laura Richardson
Councilwoman, Sixth District

Gary DeLong
Councilmember, Third District

Tonia Reyes Uranga
Councilmember, Seventh District

Patrick O'Donnell
Councilmember, Fourth District

Rae Gabelich
Councilwoman, Eighth District

Gerrie Schipske
Councilwoman, Fifth District

Val Lerch
Councilmember, Ninth District

Dated: September 21, 2006



City of Long Beach California

CERTIFICATE OF RECOGNITION

presented to

Rosa Cortex

~ Gene Lentzner Human Relations Award ~

In recognition and appreciation for your continued commitment to promoting inter-group cooperation and building better communication across ethnic and religious lines at a "grass roots" level within the communities of Long Beach.

Bob Foster
Mayor

Bonnie Lowenthal
Vice Mayor, First District

Suja Lowenthal
Councilmember, Second District

Laura Richardson
Councilwoman, Sixth District

Gary DeLong
Councilmember, Third District

Tonia Reyes Uranga
Councilmember, Seventh District

Patrick O'Donnell
Councilmember, Fourth District

Rae Gabelich
Councilwoman, Eighth District

Gerrie Schipske
Councilwoman, Fifth District

Val Lerch
Councilmember, Ninth District

Dated: September 21, 2006



presented to

Stella Davis

~ Gene Lentzner Human Relations Award ~

In recognition and appreciation for your continued commitment to promoting inter-group cooperation and building better communication across ethnic and religious lines at a "grass roots" level within the communities of Long Beach.

Bob Foster
Mayor

Bonnie Lowenthal
Vice Mayor, First District

Suja Lowenthal
Councilmember, Second District

Laura Richardson
Councilwoman, Sixth District

Gary DeLong
Councilmember, Third District

Tonia Reyes Uranga
Councilmember, Seventh District

Patrick O'Donnell
Councilmember, Fourth District

Rae Gabelich
Councilwoman, Eighth District

Gerrie Schipske
Councilwoman, Fifth District

Val Lerch
Councilmember, Ninth District

Dated: September 21, 2006



In recognition and appreciation for your continued commitment to promoting inter-group cooperation and building better communication across ethnic and religious lines at a "grass roots" level within the communities of Long Beach.

Bob Foster
Mayor

Bonnie Lowenthal
Vice Mayor, First District

Suja Lowenthal
Councilmember, Second District

Laura Richardson
Councilwoman, Sixth District

Gary DeLong
Councilmember, Third District

Tonia Reyes Uranga
Councilmember, Seventh District

Patrick O'Donnell
Councilmember, Fourth District

Rae Gabelich
Councilwoman, Eighth District

Gerrie Schipske
Councilwoman, Fifth District

Val Lerch
Councilmember, Ninth District

Dated: September 21, 2006



Bob Foster
Mayor

Bonnie Lowenthal
Vice Mayor, First District

Suja Lowenthal
Councilmember, Second District

Laura Richardson
Councilwoman, Sixth District

Gary DeLong
Councilmember, Third District

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Dated: September 21, 2006



*In recognition and appreciation for your commitment to serving the citizens of
Long Beach by promoting community harmony.*

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Councilwoman, Fifth District

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Councilmember, Ninth District

Dated: September 12, 2006



City of Long Beach California

CERTIFICATE OF RECOGNITION

presented to

Michelle Friesen

Human Dignity Program Community Assistance Team

*In recognition and appreciation for your commitment to serving the citizens of
Long Beach by promoting community harmony.*

Bob Foster
Mayor

Bonnie Lowenthal
Vice Mayor, First District

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Val Lerch
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Dated: September 12, 2006



CERTIFICATE OF RECOGNITION

presented to

Anita Gibbins

Human Dignity Program Community Assistance Team

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Long Beach by promoting community harmony.*

Bob Foster
Mayor

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Vice Mayor, First District

Suja Lowenthal
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Val Lerch
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CERTIFICATE OF RECOGNITION

presented to

Lydia Hollie

Human Dignity Program Community Assistance Team

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Dated: September 12, 2006



City of Long Beach California

CERTIFICATE OF RECOGNITION

presented to

Fusan Price

Human Dignity Program Community Assistance Team

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Long Beach by promoting community harmony.*

Bob Foster
Mayor

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Dated: September 12, 2006



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Mayor

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Councilwoman, Fifth District

Val Lerch
Councilmember, Ninth District

Dated: September 12, 2006



City of Long Beach California

CERTIFICATE OF RECOGNITION

presented to

Joe Thompson

Human Dignity Program Community Assistance Team

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Long Beach by promoting community harmony.*

Bob Foster
Mayor

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Laura Richardson
Councilwoman, Sixth District

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Councilmember, Third District

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Councilmember, Seventh District

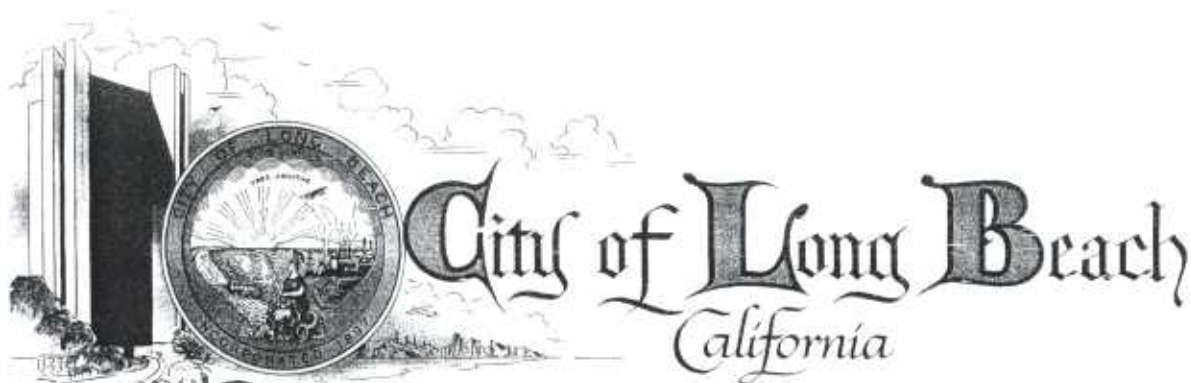
Patrick O'Donnell
Councilmember, Fourth District

Rae Gabelich
Councilwoman, Eighth District

Gerrie Schipske
Councilwoman, Fifth District

Val Lerch
Councilmember, Ninth District

Dated: September 12, 2006



CERTIFICATE OF RECOGNITION

presented to

Fusan Welsh

Human Dignity Program Community Assistance Team

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Bob Foster
Mayor

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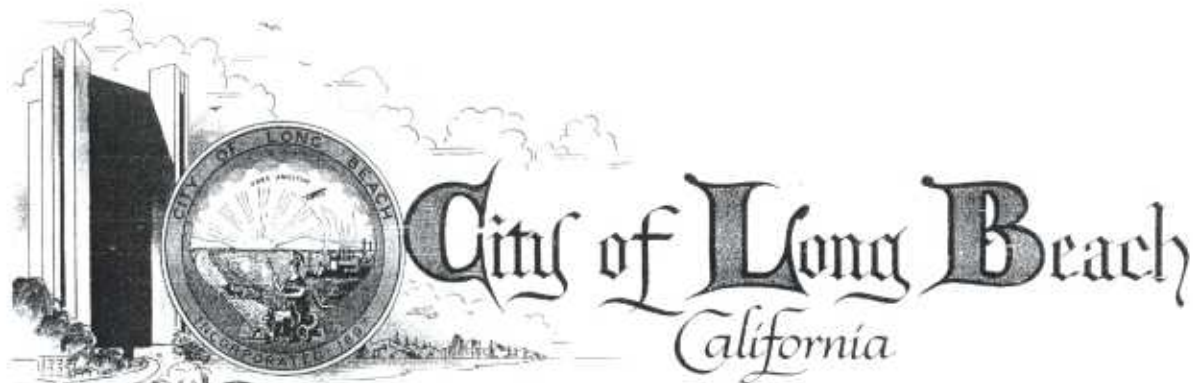
Patrick O'Donnell
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Val Lerch
Councilmember, Ninth District

Dated: September 21, 2006



CERTIFICATE OF RECOGNITION

presented to

Aneisa Young

Human Dignity Program Community Assistance Team

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Long Beach by promoting community harmony.*

Bob Foster
Mayor

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Councilwoman, Fifth District

Val Lerch
Councilmember, Ninth District

Dated: September 12, 2006



City of Long Beach California

CERTIFICATE OF RECOGNITION

presented to

Laura Farinella

*Commander for the
Long Beach Police Department East Division*

*In recognition and appreciation for your dedication, commitment and
compassion in serving our citizens through the City of Long Beach's
Human Dignity Program.*

Bob Foster
Mayor

Bonnie Lowenthal
Vice Mayor, First District

Suja Lowenthal
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